



**WSOC-TV**

WSOC-TV  
1901 North Tryon Street  
Charlotte, NC 28206-2700

Greer, Margolis, Mitchell & Associates  
3050 K Street NW  
Washington, DC 20007

# Contract # 339164

<b>Schedule Dates</b>	10/30/12-11/05/12	<b>Date Entered</b>	10/29/12
<b>Advertiser</b>	Pol/B Obama/D/Pre/US (16256)	<b>Last Modified</b>	10/29/12
<b>Agency</b>	Greer, Margolis, Mitchell & Associates (2890)	<b>Entered By</b>	Jill Hipskind
<b>Product</b>	Political - Federal Candidate (1067)	<b>CO-OP</b>	No
<b>Brand</b>	OBAMA :60 (26653)	<b>Headline #</b>	06397900
<b>Salesperson</b>	Telerep/Philadelphia, Philadelphia (1057)	<b>Demo</b>	
<b>Sales Office</b>	Telerep/Philadelphia	<b>Order Type</b>	Normal
<b>Buyer Name</b>	BASSETT, LAURA	<b>Package Deal</b>	
<b>Phone/Fax</b>	/	<b>Commission %</b>	15.00
<b>CPE</b>	N/A	<b>Commission</b>	\$12,862.50
<b>Account Types</b>	National/Political	<b>Net Total</b>	\$72,867.50
<b>Billing Type</b>	Standard	<b>Sales Tax</b>	
<b>Comments</b>	OBAMA FOR AMERICA		

Charlotte (WSOC)		
By Broadcast Month	Spots	Rate
Nov. 2012	33	\$85,750.00
<b>Grand Total:</b>	<b>33</b>	<b>\$85,750.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / Spot	10/30/12-11/02/12	4	1:00	6A- 6:30A (EST)	2		X	X	X	X			2	\$2,350.00	\$4,700.00	Charlotte (WSOC)		10/29/12
2.0	Normal Line / Spot	10/30/12-11/02/12	4	1:00	6:30A- 7A (EST)	1		X	X	X	X			1	\$2,350.00	\$2,350.00	Charlotte (WSOC)		10/29/12
3.0	Normal Line / Spot	10/30/12-11/02/12	4	1:00	7A- 8A (EST)	3		X	X	X	X			3	\$2,150.00	\$6,450.00	Charlotte (WSOC)		10/29/12
4.0	Normal Line / Spot	10/30/12-11/02/12	4	1:00	8A- 9A (EST)	3		X	X	X	X			3	\$1,950.00	\$5,850.00	Charlotte (WSOC)		10/29/12
5.0	Normal Line / Spot	11/03/12-11/03/12	5	1:00	7A- 8A (EST)							1		1	\$650.00	\$650.00	Charlotte (WSOC)		10/29/12
6.0	Normal Line / Spot	11/03/12-11/03/12	6	1:00	6A- 7A (EST)							1		1	\$550.00	\$550.00	Charlotte (WSOC)		10/29/12
7.0	Normal Line / Spot	11/04/12-11/04/12	3	1:00	8A- 9A (EST)								1	1	\$1,600.00	\$1,600.00	Charlotte (WSOC)		10/29/12
8.0	Normal Line / Spot	10/30/12-11/02/12	5	1:00	9A- 10A (EST)	2		X	X	X	X			2	\$750.00	\$1,500.00	Charlotte (WSOC)		10/29/12
9.0	Normal Line / Spot	10/30/12-11/02/12	5	1:00	10A- 11A (EST)	1		X	X	X	X			1	\$750.00	\$750.00	Charlotte (WSOC)		10/29/12
10.0	Normal Line / Spot	10/30/12-11/02/12	5	1:00	12P- 1P (EST)	1		X	X	X	X			1	\$750.00	\$750.00	Charlotte (WSOC)		10/29/12
11.0	Normal Line / Spot	11/03/12-11/03/12	5	1:00	12P- 12:30P (EST)							1		1	\$550.00	\$550.00	Charlotte (WSOC)		10/29/12
12.0	Normal Line / Spot	11/04/12-11/04/12	5	1:00	12P- 12:30P (EST)								1	1	\$550.00	\$550.00	Charlotte (WSOC)		10/29/12
13.0	Normal Line / Spot	10/30/12-11/02/12	5	1:00	4P- 5P (EST)	2		X	X	X	X			2	\$1,650.00	\$3,300.00	Charlotte (WSOC)		10/29/12
14.0	Normal Line / Spot	10/30/12-11/02/12	4	1:00	5P- 5:30P (EST)	1		X	X	X	X			1	\$2,400.00	\$2,400.00	Charlotte (WSOC)		10/29/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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WSOC-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station whether verbal or written.



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<b>Product</b>	Political - Federal Candidate (1067)	<b>CO-OP</b>	No
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<b>Comments</b>	OBAMA FOR AMERICA		

<b>Charlotte (WSOC)</b>	<b>Spots</b>	<b>Rate</b>
By Broadcast Month		
Nov. 2012	33	\$85,750.00
<b>Grand Total:</b>	<b>33</b>	<b>\$85,750.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
15.0	Normal Line / Spot	10/30/12-11/02/12	4	1:00	5:30P- 6P (EST)	1		X	X	X	X			1	\$2,600.00	\$2,600.00	Charlotte (WSOC)		10/29/12
16.0	Normal Line / Spot	10/30/12-11/02/12	4	1:00	6P- 6:30P (EST)	2		X	X	X	X			2	\$3,000.00	\$6,000.00	Charlotte (WSOC)		10/29/12
17.0	Normal Line / Spot	10/30/12-11/02/12	3	1:00	6:58P- 7:30P (EST)	1		X	X	X	X			1	\$3,200.00	\$3,200.00	Charlotte (WSOC)		10/29/12
18.0	Normal Line / Spot	10/30/12-11/04/12	4	1:00	11P- 11:35P (EST)	1		X	X	X	X			1	\$2,400.00	\$2,400.00	Charlotte (WSOC)		10/29/12
19.0	Normal Line / Spot	10/30/12-11/01/12	4	1:00	11:35P- 12:02A (EST)	1		X	X	X				1	\$1,400.00	\$1,400.00	Charlotte (WSOC)		10/29/12
20.0	Normal Line / Spot	11/05/12-11/05/12	5	1:00	7:57P- DANCING WITH THE STARS	1								1	\$12,000.00	\$12,000.00	Charlotte (WSOC)		10/29/12
21.0	Normal Line / Spot	10/31/12-10/31/12	5	1:00	8:30P- 9P (EST)				1						\$10,000.00		Charlotte (WSOC)		10/29/12
21.0.1	Preempt	10/31/12															Charlotte (WSOC)	No Avail/Exception - NO :60	
22.0	Normal Line / Spot	10/31/12-10/31/12	5	1:00	10P- 11P (EST)				1					1	\$8,600.00	\$8,600.00	Charlotte (WSOC)		10/29/12
23.0	Normal Line / Spot	11/01/12-11/01/12	5	1:00	10P- 11P (EST)					1				1	\$10,000.00	\$10,000.00	Charlotte (WSOC)		10/29/12
24.0	Normal Line / Spot	11/02/12-11/02/12	5	1:00	9P- 10P (EST)						1			1	\$6,000.00	\$6,000.00	Charlotte (WSOC)		10/29/12
25.0	Normal Line / Spot	10/30/12-11/02/12	5	1:00	5:30A- 6A (EST)	1		X	X	X	X			1	\$850.00	\$850.00	Charlotte (WSOC)		10/29/12
26.0	Normal Line / Spot	10/30/12-11/02/12	5	1:00	3P- 4P (EST)	1		X	X	X	X			1	\$750.00	\$750.00	Charlotte (WSOC)		10/29/12

## CONFIRMATION CONTRACT

Accepted Agency/Advertiser:	Date:	Accepted Station:	Date:	Comments:
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OCT26/12 08.18  
\*\*\* WSOC-TV \*\*\*

REP. #	OFF. # 220	SALESMAN #
BUYER NAME	LAURA BASSETT	
SALES PRSN	PH- NICK WELTE	

CONTRACT # 6397900

REGIONAL

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52	53	54	55	56	57	58	59	60	61	62	63	64	65	66	67	68	69	70	71	72	73	74	75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91	92	93	94	95	96	97	98	99	100	101	102	103	104	105	106	107	108	109	110	111	112	113	114	115	116	117	118	119	120	121	122	123	124	125	126	127	128	129	130	131	132	133	134	135	136	137	138	139	140	141	142	143	144	145	146	147	148	149	150	151	152	153	154	155	156	157	158	159	160	161	162	163	164	165	166	167	168	169	170	171	172	173	174	175	176	177	178	179	180	181	182	183	184	185	186	187	188	189	190	191	192	193	194	195	196	197	198	199	200	201	202	203	204	205	206	207	208	209	210	211	212	213	214	215	216	217	218	219	220	221	222	223	224	225	226	227	228	229	230	231	232	233	234	235	236	237	238	239	240	241	242	243	244	245	246	247	248	249	250	251	252	253	254	255	256	257	258	259	260	261	262	263	264	265	266	267	268	269	270	271	272	273	274	275	276	277	278	279	280	281	282	283	284	285	286	287	288	289	290	291	292	293	294	295	296	297	298	299	300	301	302	303	304	305	306	307	308	309	310	311	312	313	314	315	316	317	318	319	320	321	322	323	324	325	326	327	328	329	330	331	332	333	334	335	336	337	338	339	340	341	342	343	344	345	346	347	348	349	350	351	352	353	354	355	356	357	358	359	360	361	362	363	364	365	366	367	368	369	370	371	372	373	374	375	376	377	378	379	380	381	382	383	384	385	386	387	388	389	390	391	392	393	394	395	396	397	398	399	400	401	402	403	404	405	406	407	408	409	410	411	412	413	414	415	416	417	418	419	420	421	422	423	424	425	426	427	428	429	430	431	432	433	434	435	436	437	438	439	440	441	442	443	444	445	446	447	448	449	450	451	452	453	454	455	456	457	458	459	460	461	462	463	464	465	466
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CO-OP BILLING NEEDED

NEW OBAMA ORDER : 6015  
TOTAL \$95750  
PLS CNF THANKS

THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

ALL INVOICES ARE TO BE SENT TO:  
GREER MARGOLIS  
ACCOUNTING  
1010 WISCONSIN AVENUE NW  
SUITE 800  
WASHINGTON, DC 20007

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
: LINE#	:	:	:	:	:	:	: DATE	: DATE	: /WK	: INVT	:	: SPTS
1			530A-600A	60		\$850.00	10/30	11/5	1		TU-F,M	1
PROGRAM : EYE-5AM DAYBRK												
2			600A-630A	60		\$2,350.00	10/30	11/5	2		TU-F,M	2
PROGRAM : EYE NWS DAYBRK												
3			630A-700A	60		\$2,350.00	10/30	11/5	1		TU-F,M	1
PROGRAM : EYE NWS DAYBRK												

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
:	LINE#	:	:	:	:	:	DATE	DATE	:	:	:	SPTS
4			700A-800A	60		\$2,150.00	10/30	11/5	3		TU-F,M	3
PROGRAM : GD MRN AMR-ABC												
5			800A-900A	60		\$1,950.00	10/30	11/5	3		TU-F,M	3
PROGRAM : GD MRN AMR-ABC												
6			700A-800A	60		\$650.00	11/3	11/3	1		SAT	1
PROGRAM : EYE NW SA MRN1/EYE NW SA MRN2												
7			600A-700A	60		\$550.00	11/3	11/3	1		SAT	1
PROGRAM : EYE NW SA MRN1/EYE NW SA MRN2												
8			800A-900A	60		\$1,600.00	11/4	11/4	1		SUN	1
PROGRAM : EARLY MORNING												
9			900A-1000A	60		\$750.00	10/30	11/5	2		TU-F,M	2
PROGRAM : LIVE WTH KELLY												
10			1000A-1100A	60		\$750.00	10/30	11/5	1		TU-F,M	1
PROGRAM : DR. PHIL												
11			1200N-100P	60		\$750.00	10/30	11/5	1		TU-F,M	1
PROGRAM : EYEWIT MIDDAY												
12			1200N-1230P	60		\$550.00	11/3	11/3	1		SAT	1
PROGRAM : EYEWIT MDDY SA												
13			1200N-1230P	60		\$550.00	11/4	11/4	1		SUN	1
PROGRAM : AVG. ALL WKS												
14			300P-400P	60		\$750.00	10/30	11/5	1		TU-F,M	1
PROGRAM : GENRL HOSPITAL												
15			400P-500P	60		\$1,650.00	10/30	11/5	2		TU-F,M	2
PROGRAM : DR. OZ												

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
:LINE#	:	:	:	:	:	:	DATE	DATE	:	:	:	:SPTS
16			500P-530P PROGRAM : EYEWIT NWS 5	60		\$2,400.00	10/30	11/5	1		TU-F,M	1
17			<del>530P-600P</del> PROGRAM : EYEWIT NWS5.30	60		\$2,600.00	10/30	11/5	1		TU-F,M	1
18			600P-630P PROGRAM : EYEWIT NWS 6	60		\$3,000.00	10/30	11/5	2		TU-F,M	2
19			700P-730P PROGRAM : INSIDE EDITION	60		\$3,200.00	10/30	11/5	1		TU-F,M	1
20			1100P-1135P PROGRAM : VARIOUS	60		\$2,400.00	10/30	11/5	1		TU-M	1
21			1135P-1202A PROGRAM : ABC-NITELINE<	60		\$1,400.00	10/30	11/5	1		TU-F,M	1
22			800P-1000P PROGRAM : DANCNG-STR-ABC	60		12000.00	11/5	11/5	1		MON	1
23			830P-900P PROGRAM : MIDDLE-ABC/SUBURGATRY-ABC	60		10000.00	10/31	10/31	1		WED	1
24			1000P-1100P PROGRAM : NASHVILLE	60		\$8,600.00	10/31	10/31	1		WED	1
25			1000P-1100P PROGRAM : SCANDAL	60		10000.00	11/1	11/1	1		THU	1
26			900P-1000P PROGRAM : PRIMTME-DO-ABC	60		\$6,000.00	11/2	11/2	1		FRI	1

REP HEADLINE# 6397900  
\*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 610-225-4100  
ORDER WORKSHEET

FAX# 610-225-1191  
HARRIS REPORT FROM REP  
OCT26/12 08.18  
\*\*\* WSOC-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
:	LINE#	:	:	:	:	:	DATE	DATE	:	:	:	SPTS
NOV/12			95750.00									
CONTRACT TOTAL												95750.00
TOTAL SPOTS												34

MARKET TOTALS \$222,674 WSOC 43% WBTV 26% WCNC 15% WCCB 10% WJZY 2% WMYT 2% WAXN 2%  
CABL 0%

SVC- NSI  
DEMOS- RA35+\*